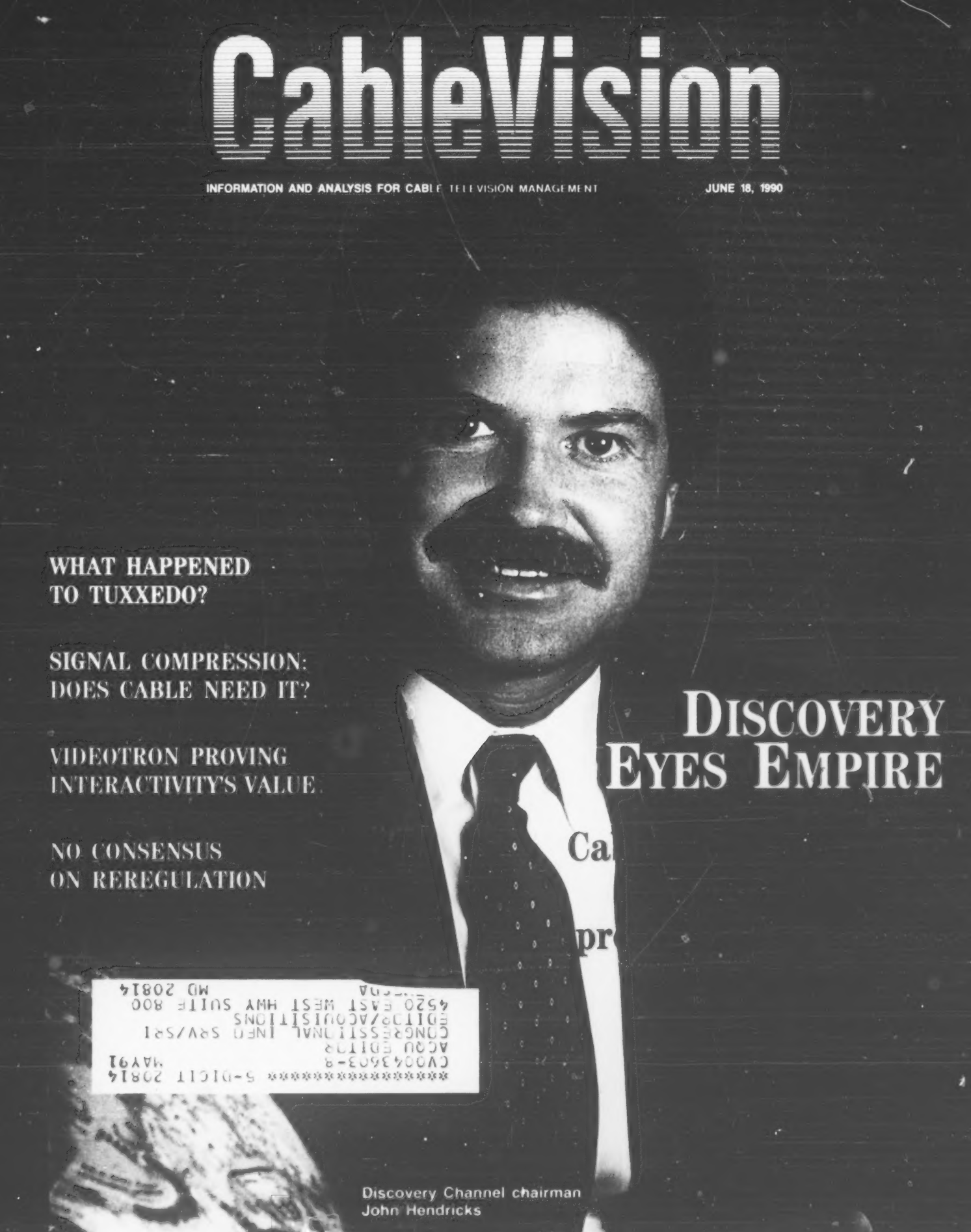
# CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

JUNE 18, 1990

## DISCOVERY EYES EMPIRE

WHAT HAPPENED TO TUXXEDO?

SIGNAL COMPRESSION: DOES CABLE NEED IT?

VIDEOTRON PROVING INTERACTIVITY'S VALUE

NO CONSENSUS ON REREGULATION

Discovery Channel chairman John Hendricks

# CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT JUNE 18, 1990


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Photo by Katherine Lambert

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# Operators avoid marketing, financial headaches associated with re-imposition of syndex rules

*By Chuck Moozakis*

The Jan. 1 re-imposition of syndicated exclusivity rules hasn't appeared to have landed the knockout punch once feared—either operationally or financially. According to our February survey of 396 general managers, only 13 percent said they had to drop signals to remain in compliance with blackout rules. More important, 62 percent said they didn't spend a single penny to meet the standards.

The February results are slightly below those posted by a similar survey conducted in August 1989, four months before implementation of the rules. In that poll, 16 percent of those responding said they anticipated having to drop at least one station; 9 percent said they had already dropped at least one signal that would have been subject to blackout restrictions.

*Number 7 in a series of eight*

Moreover, the February survey found that the majority 58 percent dropped only one signal; 25 percent of systems dropped two; 6 percent three and 8 percent eliminated four or more stations. Of the signals removed, 38 percent were regional superstations; 50 percent, regional independents and 37 percent, network affiliates.

Whether or not a signal was dropped reflected a system's subscriber size, according to the poll. Of systems with more than 50,000 subscribers, 38 percent dropped at least one signal; in comparison, only 7 percent of systems with fewer than 10,000 subs found it necessary to cut carriage.

Likewise, larger systems on average found it necessary to cut more than one signal; with 13 percent responding that they cut four or more stations from their lineup.

Even as operators reacted to syndex, most reported that their relationship with area broadcasters had not suffered, with 88 percent characterizing their association as good or excellent. Almost a quarter reported that their dealings with local broadcasters had actually improved over the months syndex was put into effect; 66 percent termed their relationship unchanged and only 6 percent said professional interactions had worsened.

The amount of money spent by general managers to meet the new syndex standards apparently put only a small dent in MSO pocketbooks. While 62 percent spent nothing, 22 percent spent less than $25,000 to purchase equipment required to black out signals. Only 2 percent spent more than $25,000 and 1 percent earmarked more than $50,000 for proper hardware.

Here, too, larger systems had to spend more than their smaller counterparts, with 38 percent of those serving more than 50,000 households having to spend up to $25,000; 9 percent spending more than $25,000 and 6 percent kicking in more than $50,000 to purchase syndex equipment.

At the same time, though, operators said they were satisfied with the type of equipment available to help them meet the standards. More than nine out of 10 responding to the survey said they couldn't think of a single syndex-related product they needed that wasn't currently on the market. ■

## Adding up your answers:

**How much did your system have to spend to comply with syndex regulation?**

| | Total | Less 10K | 10K -50K | Over 50K |
|---|---|---|---|---|
| Total | 396 | 203 | 137 | 32 |
| Nothing | 245 | 141 | 76 | 12 |
| Up to $25,000 | 86 | 30 | 40 | 12 |
| Between $25,000 and $50,000 | 9 | 3 | 3 | 3 |
| Over $50,000 | 3 | 0 | 1 | 2 |
| Don't know | 53 | 29 | 17 | 3 |

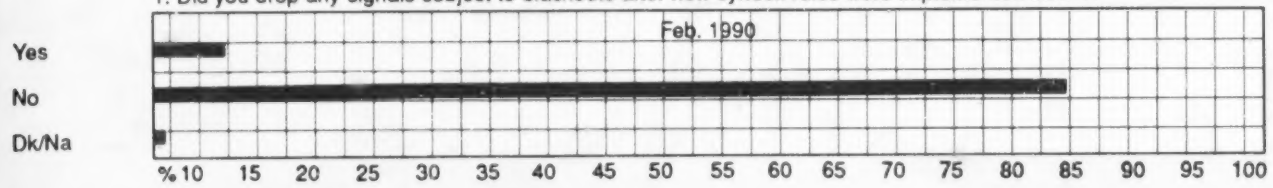
**Due to the new syndication exclusivity rules which took effect Jan. 1, did your system drop any signals that were subject to blackouts?**

| | Total | Less 10K | 10K -50K | Over 50K |
|---|---|---|---|---|
| Total | 396 | 203 | 137 | 32 |
| Yes | 52 | 15 | 23 | 12 |
| No | 338 | 185 | 113 | 19 |
| Don't know | 6 | 3 | 1 | 1 |

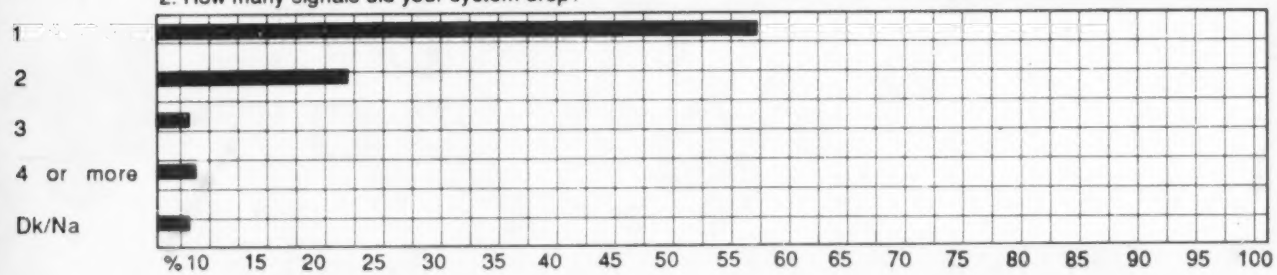
HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

# DATABASE

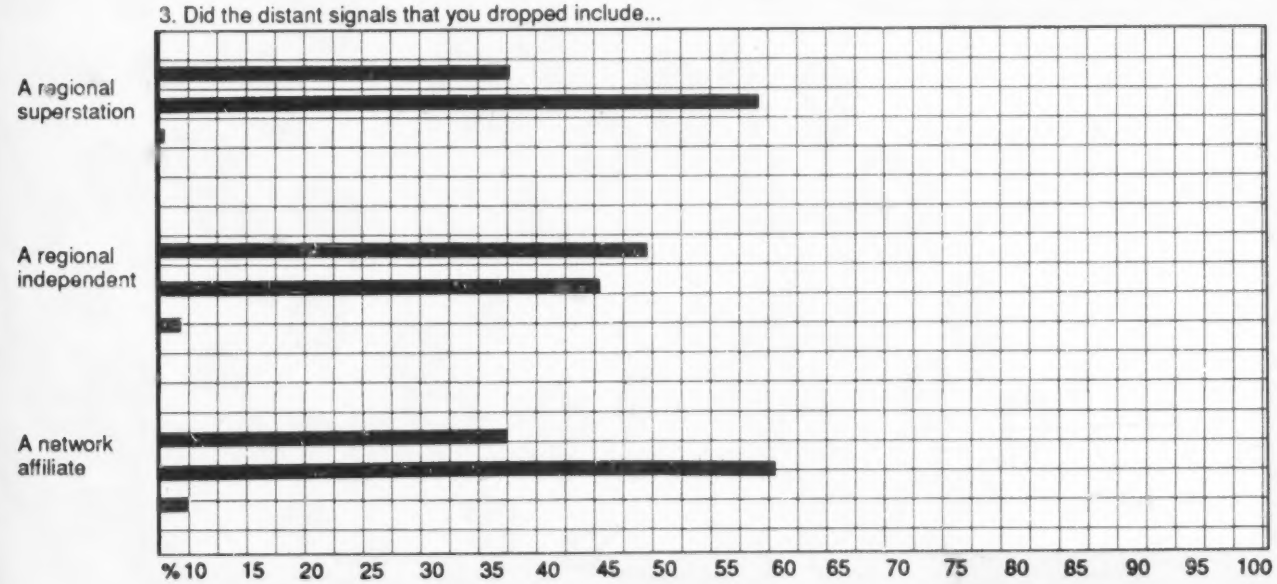
1. Did you drop any signals subject to blackouts after new syndex rules were implemented Jan. 1?



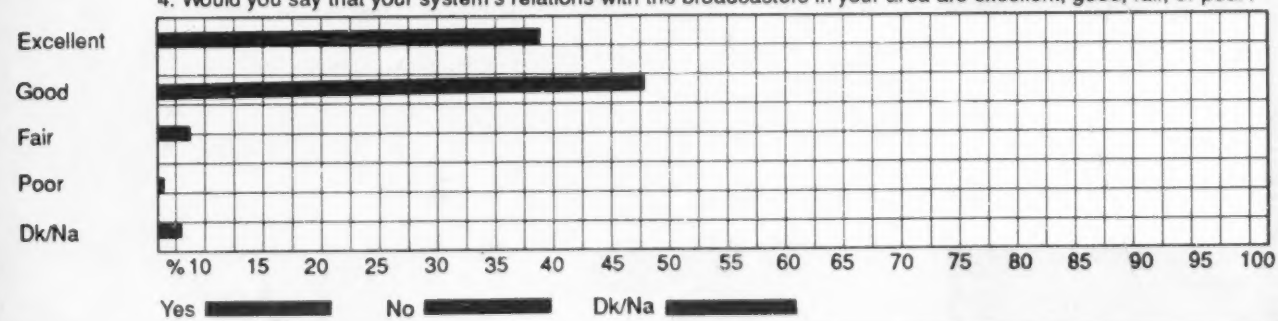

2. How many signals did your system drop?




3. Did the distant signals that you dropped include...




4. Would you say that your system's relations with the broadcasters in your area are excellent, good, fair, or poor?



## Top 100 MSO's

| Rank | | Multiple system operator | Basic subs | |
|---|---|---|---|---|
| | 1. | Tele-Communications Inc. | 7,014,350 | (6/90) |
| | 2. | American Television & Communications Corp. | 4,300,000 | (12/89) |
| | 3. | UA Entertainment | 2,640,000 | (5/90) |
| | 4. | Continental Cablevision | 2,595,000 | (5/90) |
| | 5. | Warner Cable Communications | 1,751,000 | (5/90) |
| | 6. | Cox Cable Communications | 1,562,548 | (5/90) |
| (8) | 7. | Storer Cable Communications | 1,550,000 | (5/90) |
| (7) | 8. | Comcast | 1,535,000 | (1/90) |
| | 9. | Cablevision Systems | 1,492,417 | (4/90) |
| | 10. | Jones Intercable/Spacelink | 1,454,714 | (4/90) |
| | 11. | Newhouse Broadcasting | 1,212,523 | (5/90) |
| | 12. | Times Mirror Cable TV | 1,096,369 | (5/90) |
| | 13. | Cablevision Industries | 1,044,396 | (3/90) |
| | 14. | Heritage Communications | 1,042,345 | (3/90) |
| | 15. | Viacom Cable | 1,018,200 | (5/90) |
| (18) | 16. | Adelphia Communications | 982,000 | (5/90) |
| (16) | 17. | Sammons Communications | 886,051 | (5/90) |
| (17) | 18. | Century Communications | 850,000 | (5/90) |
| (20) | 19. | Falcon Cable TV | 802,600 | (5/90) |
| (19) | 20. | Paragon Communications | 790,000 | (5/90) |
| (22) | 21. | Telecable | 599,357 | (5/90) |
| (23) | 22. | Scripps-Howard | 560,000 | (5/90) |
| (24) | 23. | KBLCOM | 530,732 | (3/90) |
| (29) | 24. | Maclean Hunter Cable TV | 510,000 | (5/90) |
| | 25. | MultiVision Cable TV | 510,000 | (5/90) |
| (27) | 26. | Prime Cable | 504,767 | (5/90) |
| (26) | 27. | Tele-Media | 490,571 | (5/90) |
| | 28. | Lenfest Group | 457,886 | (3/90) |
| (32) | 29. | TCA Group | 437,000 | (5/90) |
| (31) | 30. | Cencom Cable | 425,000 | (5/90) |
| (30) | 31. | Post-Newsweek Cable | 417,929 | (5/90) |
| (21) | 32. | Cooke Cablevision | 352,715 | (5/90) |
| (34) | 33. | Colony Communications | 337,396 | (5/90) |
| (33) | 34. | Multimedia Cablevision | 334,000 | (5/90) |
| | 35. | Simmons Communications | 321,777 | (5/90) |
| | 36. | Rifkin & Associates | 312,700 | (1/90) |
| | 37. | TKR Cable | 294,861 | (5/90) |
| | 38. | Western Communications | 293,056 | (5/90) |
| | 39. | Triax Communications | 287,608 | (5/90) |
| | 40. | Hauser Communications | 248,100 | (4/90) |
| | 41. | Star Cablevision Group | 229,954 | (5/90) |
| | 42. | Service Electric Cable TV Inc. | 220,000 | (1/90) |
| | 43. | Greater Media | 211,000 | (5/90) |
| | 44. | King Videocable | 199,200 | (5/90) |
| | 45. | Insight Communications | 192,500 | (4/90) |
| | 46. | Columbia International | 191,000 | (3/90) |
| (48) | 47. | Harron Communications | 187,000 | (4/90) |
| (49) | 48. | Media General | 184,983 | (3/90) |
| (52) | 49. | Palmer Communications | 182,167 | (5/90) |
| | 50. | C-Tec Cable Systems | 180,311 | (3/90) |
| | 51. | U.S. Cable Corp. | 175,000 | (5/90) |
| (47) | 52. | Sutton Capital | 170,000 | (5/90) |
| | 53. | Armstrong Utilities | 156,732 | (5/90) |
| (55) | 54. | Summit Communications | 146,080 | (5/90) |
| (new) | 55. | Blade Communications | 139,000 | (4/90) |
| (54) | 56. | Northland Communications | 134,870 | (5/90) |
| (56) | 57. | Brenan Communications | 133,921 | (5/90) |
| (57) | 58. | Booth Communications | 129,008 | (5/90) |
| (58) | 59. | McDonald Group | 125,000 | (1/90) |
| (61) | 60. | United Video Management | 123,597 | (5/90) |
| (60) | 61. | Susquehanna Broadcasting | 118,526 | (5/90) |
| | 62. | Pencor Services | 113,314 | (5/90) |
| (67) | 63. | Gilbert Media | 102,000 | (5/90) |
| (69) | 64. | Sonic Communications | 101,400 | (5/90) |
| (64) | 65. | Midcontinent Cable Systems Co. | 99,518 | (5/90) |
| (65) | 66. | WEHCO Video | 97,681 | (5/90) |
| (66) | 67. | First Carolina Communications | 96,615 | (5/90) |
| (69) | 68. | Barden Cablevision | 91,483 | (5/90) |
| (68) | 69. | Coaxial Communications | 89,600 | (5/90) |
| (59) | 70. | Chambers Communications | 86,286 | (5/90) |
| | 71. | James Cable Partners | 78,021 | (5/90) |
| (70) | 72. | InterMedia Partners | 78,000 | (3/90) |
| (72) | 73. | Mission Cable | 74,223 | (1/90) |
| (76) | 74. | Cardinal Comunications | 74,152 | (5/90) |
| (73) | 75. | Douglas Communications | 72,400 | (1/90) |
| (74) | 76. | Leonard Communications | 66,000 | (2/90) |
| (75) | 77. | Finch Communications | 65,000 | (1/90) |
| (77) | 78. | Omega Communications | 63,000 | (5/90) |
| (78) | 79. | Helicon Corp. | 60,000 | (1/90) |
| (79) | 80. | Telesat Cablevision Inc. | 57,235 | (6/89) |
| (80) | 81. | Galaxy Cablevision | 56,489 | (2/90) |
| (81) | 82. | Prestige Cable TV Inc. | 55,106 | (5/90) |
| (97) | 83. | C4 Media | 55,031 | (5/90) |
| (83) | 84. | Masada Corp. | 53,478 | (5/90) |
| (new) | 85. | Verto Cable TV | 53,126 | (5/90) |
| (82) | 86. | New England Cablevision | 52,409 | (1/90) |
| (84) | 87. | Star Cable Associates | 51,875 | (2/90) |
| (91) | 88. | 360 Corp. | 50,111 | (5/90) |
| (86) | 89. | Donrey Media Group | 49,416 | (5/90) |
| (85) | 90. | Rock Associates | 49,300 | (5/90) |
| (87) | 91. | Cable America Corp. | 48,318 | (5/90) |
| (88) | 92. | Republic Communications Corp. | 47,000 | (1/90) |
| (89) | 93. | Raystay Co. | 45,241 | (3/90) |
| (90) | 94. | Anzak Cable | 45,125 | (3/90) |
| (92) | 95. | CableSouth Inc. | 43,420 | (10/89) |
| (93) | 96. | Cable Holdings Inc. | 43,135 | (10/89) |
| (94) | 97. | Vista Communications | 41,962 | (1/90) |
| (95) | 98. | Eastern Connecticut Cable TV | 41,820 | (6/89) |
| (96) | 99. | National Cable Ltd. | 41,300 | (4/90) |
| (98) | 100. | Acton Corp. | 40,400 | (3/89) |

**( ) Rank last listing**

*Subscriber counts are provided by MSOs and systems to* Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 825 7th Ave., 7th Floor, New York, NY 10019.*

## Top 100 Systems

| Rank | | Location | Operator | Basic subs | |
|---|---|---|---|---|---|
| | 1. | Long Island, NY | Cablevision Systems | 527,525 | (4/90) |
| | 2. | Orlando/Central Complex, FL | ATC | 420,000 | (1/90) |
| | 3. | San Diego, CA | Cox Cable | 310,740 | (3/90) |
| | 4. | Phoenix, AZ | Times Mirror | 287,240 | (2/90) |
| | 5. | Manhattan, NY | ATC | 245,000 | (5/90) |
| | 6. | Puget Sound, WA | Viacom | 234,200 | (1/90) |
| | 7. | San Antonio, TX | KBLCOM | 223,789 | (3/90) |
| | 8. | East Orange, NJ | Maclean Hunter | 217,000 | (3/90) |
| | 9. | Honolulu, HI | ATC | 209,000 | (1/90) |
| | 10. | Brooklyn/Queens, NY | ATC/Warner | 200,000 | (5/90) |
| | 11. | Houston, TX | Warner | 183,000 | (3/90) |
| | 12. | Chicago Suburbs, IL | Continental | 181,537 | (9/89) |
| | 13. | Wayne, NJ | UA Entertainment | 180,746 | (3/90) |
| | 14. | Atlanta, GA | Prime Cable | 176,711 | (4/90) |
| | 15. | Rochester, NY | ATC | 174,000 | (1/90) |
| | 16. | Cherry Hill, NJ | Garden State Cable | 172,799 | (4/90) |
| | 17. | Cincinnati, OH | Warner | 171,860 | (4/90) |
| | 18. | Hampton Roads, VA | Cox Cable | 170,206 | (3/90) |
| | 19. | Louisville/Jeff. Co., KY | Storer Communications | 170,000 | (8/89) |
| | 20. | Chicago, IL | TCI | 169,608 | (3/90) |
| | 21. | Cleveland, OH | Cablevision Systems | 169,606 | (4/90) |
| | 22. | Fairfax, VA | Media General | 164,519 | (6/89) |
| | 23. | Fairfield County, CT | Cablevision Systems | 164,054 | (4/90) |
| | 24. | Hartford/Plainville/Vernon, CT | UA Entertainment | 161,075 | (3/90) |
| | 25. | Montgomery County, MD/ Arlington, VA | Hauser | 159,500 | (4/90) |
| | 26. | Kansas City, MO | ATC | 159,000 | (1/90) |
| | 27. | Jacksonville, FL | Continental Cablevision | 154,600 | (5/89) |
| | 28. | Baltimore County, MD | Comcast | 151,000 | (4/90) |
| | 29. | Manhattan, NY | Paragon | 150,885 | (4/90) |
| | 30. | San Jose/Campbell, CA | Heritage | 149,197 | (3/90) |
| | 31. | Denver (suburbs), CO | UA Entertainment | 148,167 | (3/90) |
| | 32. | Pompano, FL | Continental | 147,381 | (9/89) |
| | 33. | Memphis/W. Memphis, TN | ATC | 147,000 | (1/90) |
| | 34. | Tulsa, OK | UA Entertainment | 145,738 | (3/90) |
| | 35. | Charlotte, NC | ATC | 145,000 | (1/90) |
| | 36. | San Francisco, CA | Viacom | 141,600 | (1/90) |
| | 37. | Buffalo, NY | Adelphia Communications | 139,515 | (8/89) |
| | 38. | San Diego, CA | ATC | 135,300 | (11/89) |
| | 39. | St. Louis, MO | Cencom | 135,230 | (8/89) |
| | 40. | Las Vegas, NV | Prime Cable | 132,878 | (4/90) |
| | 41. | Seattle, WA | TCI | 131,315 | (3/90) |
| | 42. | Austin, TX | ATC | 128,000 | (1/90) |
| | 43. | Chicago Suburbs, IL | Jones | 126,000 | (2/90) |
| | 44. | Warren, NJ | TKR | 124,000 | (2/90) |
| | 45. | Tacoma, WA | Viacom | 120,700 | (1/90) |
| | 46. | Raleigh/Durham, NC | ATC | 120,000 | (1/90) |
| | 47. | Wilmington, DE | Heritage | 116,666 | (3/90) |
| | 48. | San Diego County, CA | Times Mirror | 115,884 | (2/90) |
| | 49. | Southeast Michigan | Comcast | 115,000 | (4/90) |
| | 50. | Pinellas County, FL | Newhouse | 114,000 | (6/89) |
| | 51. | Toledo, OH | Blade Communications | 113,500 | (4/90) |
| | 52. | Grand Rapids, MI | UA Entertainment | 113,119 | (3/90) |
| | 53. | Hillsborough/Tampa, FL | Paragon | 112,103 | (1/90) |
| | 54. | Indianapolis, IN | Comcast | 112,000 | (4/90) |
| | 55. | Orange County, LA | Times Mirror | 111,506 | (2/90) |
| | 56. | Chicago, IL | Group W | 110,339 | (4/90) |
| | 57. | Dallas, TX | TCI | 110,000 | (3/90) |
| | 58. | Jefferson Parish/Kenner, LA | Cox Cable | 107,639 | (3/90) |
| | 59. | Boston/Brookline, MA | Cablevision Systems | 108,115 | (4/90) |
| | 60. | San Juan, PR | Multivision Cable | 106,046 | (6/89) |
| | 61. | Nashville, TN | Viacom | 105,400 | (1/90) |
| | 62. | Richmond, VA | Continental | 102,121 | (10/89) |
| | 63. | Jackson, MS | ATC | 101,000 | (1/90) |
| | 64. | Pittsburgh, PA | TCI | 99,187 | (3/90) |
| | 65. | Worcester, MA | Greater Media | 98,102 | (4/90) |
| | 66. | Columbus, OH | Warner | 98,000 | (3/90) |
| | 67. | Monmouth, NJ | Sutton Capital | 97,579 | (9/89) |
| | 68. | Greensboro, NC | ATC | 97,000 | (1/90) |
| | 69. | Reading, PA | ATC | 96,000 | (1/90) |
| | 70. | St. Petersburg, FL | Paragon | 95,412 | (2/89) |
| | 71. | Naples, FL | Palmer | 94,450 | (6/89) |
| | 72. | Portland, OR | KBLCOM | 91,743 | (3/90) |
| | 73. | Fresno, CA | Continental | 91,253 | (4/90) |
| | 74. | Albuquerque, NM | Jones Intercable | 91,205 | (12/89) |
| | 75. | Dade/Broward County, FL | Storer | 90,000 | (8/89) |
| | 76. | Wichita, KS | Multimedia | 88,732 | (9/89) |
| | 77. | Independence,MO | Jones | 88,628 | (8/89) |
| | 78. | Minneapolis/St. Paul suburbs, MN | Hauser | 88,600 | (4/90) |
| | 79. | Houston Suburbs, TX | Prime Cable | 88,388 | (4/90) |
| | 80. | Fayetteville, NC | ATC | 87,000 | (1/90) |
| | 81. | Milwaukee, WI | Warner | 87,000 | (3/90) |
| | 82. | South Bend, IN | Heritage | 87,000 | (3/90) |
| | 83. | Tucson, AZ | Cooke | 86,976 | (8/89) |
| | 84. | Akron, OH | Warner | 86,000 | (9/89) |
| | 85. | Toms River, NJ | Adelphia | 85,826 | (2/90) |
| | 86. | Baton Rouge, LA | UA Entertainment | 85,476 | (3/90) |
| | 87. | Harrisburg, PA | Sammons | 85,200 | (8/89) |
| | 88. | Orange County, CA | KBLCOM | 85,182 | (3/90) |
| | 89. | Dover/Morristown, NJ | Sammons | 84,640 | (8/89) |
| | 90. | Medford, MA | Warner | 83,000 | (3/90) |
| | 91. | W. San Fernando Valley, CA | CV Industries | 82,967 | (2/90) |
| | 92. | Buffalo, NY | TCI | 82,629 | (3/90) |
| | 93. | New Orleans, LA | Cox Cable | 81,721 | (3/90) |
| | 94. | Oklahoma City, OK | Cox Cable | 81,404 | (3/90) |
| | 95. | Lincoln, RI | Heritage | 80,949 | (3/90) |
| | 96. | Providence/Warwick, RI | Times Mirror | 80,523 | (2/90) |
| | 97. | Harlington, TX | Heritage | 79,794 | (3/90) |
| | 98. | Columbia, SC | CV Industries | 78,818 | (2/90) |
| | 99. | Baltimore, MD | UA Entertainment | 78,164 | (3/90) |
| | 100. | Omaha, NE | Cox Cable | 78,120 | (3/90) |